

STRAWBERRY PLANTS

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JUDSON NURSERIES, INC.

Bristol, Indiana

JUDSON, "ever growing" to serve you better



Judson is growing to meet a growing market. A visit to the nursery today would show you how we have doubled our cold storage, how we have added two new greenhouses and have plans for another, how we have purchased new farms and how we have developed new packaging machines and installed a continuous-flow plan for processing orders. These are a few of the progress points that have been accomplished to date . . . more are planned to serve you better.



Award winning packages

This year, Judson received one of the coveted First Awards in America's Annual Folding Carton Competition. The house plant package illustrated won the award in the Miscellaneous Classification. This is the second award in recent years for Judson Nurseries and emphasizes our desire to supply our customers with packages that are designed to sell. All Judson packages are planned for easy self-service display, minimum handling and maximum sales by the dealer.

TERMS

Judson terms are 30 days net on accounts with whom we have established credit. Credit terms can be arranged with new accounts by supplying normal credit references. Remittance with order is requested in cases where credit has not been established.

PLANT GUARANTEE

We guarantee plants delivered to carrier in good condition. Shipments travel at risk of the purchaser. In growing nursery stock and filling orders we use the utmost care to furnish plants true-to-name and will replace any that may prove untrue. In no case shall we be liable for more than replacement or refund of the purchase price.

Judson Strawberry Varieties



Strawberry Variety Descriptions

WHY VIRUS-FREE PLANTS

Generally speaking virus-free plants mean greater fruit production. Judson Nurseries were among the first to co-operate in the development of a virus-free program by working with our own state university and the U.S.D.A. Indexed virus-free plants are grown in our own screen house to increase our planting stock. These plants are then planted in isolated fields that have been fumigated and have at least 1500 feet isolation. These fields supply our second generation plants for commercial planting. **WHY FUMIGATED SOIL**—Nematodes are fast becoming one of our major problems in the nursery business. Judson Nurseries have once again pioneered in this work and all producing areas are now treated.

usually free from leaf spot and leaf scorch. Resistant to red stele disease.

- ✓ **BLAKEMORE** Early to early midseason, excellent for shipping. A heavy vigorous grower. Fruit is firm, has been a long time favorite. Grown from U.S.D.A. virus-free plants.
- ✓ **PREMIER** This is the true Premier grown from the original originator's strain. These are the original plants that made Premier the biggest selling variety in the United States after it was first introduced. A very early variety, exceptionally good plant maker and quality fruit and, without a doubt, one of the best commercial varieties. This strain is not grown from U.S.D.A. foundation stock.
- ✓ **REDGLOW** One of the new U.S.D.A. introductions. An early bearing variety of large size with vivid red fruit and exceedingly good flavor. Excellent for freezing and has proven to be red stele resistant. Grown from U.S.D.A. virus-free plants.
- ✓ **EARLIDAWN** A new U.S.D.A. introduction. Earliest of all to ripen. A nearly frost-proof variety, having exceedingly good flavor and high color. This variety has had above average yield but is not as heavy a plant maker as many varieties. Does not appear to be a good commercial variety but is excellent for the home garden due to its early fruiting characteristics. Grown from U.S.D.A. virus-free plants.
- ✗ **DUNLAP** Has been the top selling variety for many years. A very heavy plant maker and does extremely well under adverse weather conditions. Grown from U.S.D.A. virus-free plants.
- ✓ **BELLMAR** A U.S.D.A. introduction of some years ago, but still a very good berry. A cross between Premier and Missionary. Early to midseason fruiting. Excellent for freezing. Fruit is a dark red of medium sweetness and very firm.
- ✓ **FAIRFAX** Early to midseason bearing. A fine berry of high quality, good flavor and heavy productiveness. Berries are exceptionally large all through the fruiting season and very firm. A conversation piece for the home gardener.
- ✓ **FAIRLAND** Early to midseason, ripening a few days after Premier. Produces large, bright red, firm berries which have excellent keeping quality. On the commercial market, this variety will command premium prices. A very vigorous grower and un-
- usually free from leaf spot and leaf scorch. Resistant to red stele disease.
- ✓ **FAIRPEAKE** A cross between Chesapeake and Fairfax attaining the flavor of Fairfax and the productiveness of Chesapeake. A vigorous grower, produces large berries of good quality.
- ✓ **POCAHONTAS** The best of the U.S.D.A. recent introductions. Has a large deep, vivid red berry produced on exceptionally vigorous plants, extremely sweet flavor, and has nearly all the qualities you would expect in a top variety. A good commercial berry, an excellent shipper and freezer. Grown from U.S.D.A. virus-free plants.
- ✓ **TEMPLE** A vigorous, tall growing variety. Produces large, smooth, uniform berries and is an extremely healthy plant which will please the most critical gardener.
- ✓ **WISCONSIN 214** Early midseason variety bearing very large fruit, good flavor. An extremely good berry to freeze. This variety produced in Wisconsin, consequently, does well in northern areas.
- ✓ **ROBINSON** Ripens just after Premier early enough to bring a good market price. An exceptionally good commercial berry, fruit is large, brilliant red, very uniform in size. The plants are very vigorous producing a bumper crop nearly every year. Grown from U.S.D.A. virus-free plants.
- ✓ **CATSKILL** An exceedingly good midseason variety almost frost-proof. Produces large, strong plants. Fruit is large and bright red. Has excellent keeping qualities and has become a very important berry. Grown from U.S.D.A. virus-free plants. A fine variety, has extra large fruit attractive in color and excellent in quality. This berry has excellent shipping characteristics making it a good commercial variety.
- ✓ **ARMORE** Introduced by Missouri Experimental Station. A highly productive berry, medium to large size of bright red color and extremely sweet. Fruit is firm and has excellent shipping quality. Grown from U.S.D.A. virus-free plants.
- ✓ **SPARKLE** A vigorous grower and very productive. Berries are somewhat round in shape giving it a distinctive appearance. A very good freezer. Grown from U.S.D.A. virus-free plants.

Strawberry Varieties, Continued

✓ **TENNESSEE BEAUTY** An increasingly popular midseason variety and exceptionally good shipper. Has wonderful flavor. Does exceedingly well in the central part of the United States. Grown from U.S.D.A. virus-free plants.

✓ **VERMILION** Introduced by the University of Illinois. A very productive variety with excellent fruit. Has proven resistance to Red Stele. Grown from U.S.D.A. virus-free plants.

✓ **SURE CROP** This is a variety you should try. We feel it is one of the best all round introductions ever made by the U.S.D.A. An excellent midseason variety produces an abundance of fruit over a long period. Berries are very large, extra firm with a very fine flavor. This variety has proven to be red stele resistant. Grown from U.S.D.A. virus-free plants.

✓ **PAYMASTER** An exceedingly good variety similar to Sparkle; however, in many areas, has proven to outyield it. Matures in midseason, carrying large firm fruit, an exceptionally sweet berry with excellent freezing quality. This strain has proven to be resistant to red stele.

✓ **JUMBO** An exceedingly vigorous variety of high production carrying large, firm, dark red fruit that is very tasty and freezes exceptionally well.

✓ **RED TITAN** Our new 1961 introduction. Here is a new commercial variety recommended specifically for northern areas. Hybridized specifically for its commercial qualities. Carries all the good qualities of both Robinson and Premier. An exceptionally heavy plant producer and extremely vigorous fruit producer. The plant itself is a tall growing, large leafed plant producing uniformly shaped conical berries having a bright red color. This variety is extremely high in sugar and has excellent keeping qualities. Has performed exceedingly well in the commercial fruit areas of Michigan. This is an early midseason variety.

✓ **TRUMPETER** A new late season variety developed at the University of Minnesota. This variety produces handsome, intense red fruit, that are large and well formed. Has exceptional qualities for market and freezing as well as home use. The plants are tall, sturdy and exceptionally winter-hardy making it an extremely good variety for the northern portions of the United States.

✓ **EARLIMORE** A new early midseason variety that continues its high production through a longer than average season. The berries are quite large, bright red in color and the fruit is firm and juicy and has a slightly acid taste and is very aromatic. Another very hardy variety extremely well adapted to the northern portion of the United States.

✓ **DIXIELAND** This is the result of the same cross that produced Pocahontas and produces fruit that is slightly firmer and darker red. This variety is less susceptible to leaf spot and leaf scorch and has excellent keeping qualities making it a good potential commercial berry. Grown from U.S.D.A. virus-free plants.

✓ **JERSEY BELLE** This is a late variety that has been extensively planted along the east coast. Its fruit is large in size carrying very prominent yellow seeds making it very attractive. It has done very well in some areas of the mid-west and its fine qualities indicate that it should be tested more thoroughly under mid-west conditions. This variety has a good potential.

✓ **MIDWAY** A new U.S.D.A. variety which will be offered in limited quantities in 1961 for the first time. A red stele resistant variety, the fruit is large and attractive and of good quality. All early indications are that it will yield quite heavily. This variety we recommend for trial plantings throughout the mid-west. It is a midseason variety, grown from U.S.D.A. virus-free plants.

✓ **PLENTIFUL** A late season variety. This is a variety over which there has been much discussion. It seems to do well under extremely rigorous conditions. In the state of Kansas, it has produced over 11,000 quarts per acre. The fruit is large varying from a blunt conic to a wedge shape, medium to light red color and has proven to carry resistance to red stele. In areas where Plentiful does well, no other variety seems to surpass it.

Everbearing

✓ **GEM** One of the first good everbearers to be introduced. One of the most vigorous of the everbearing varieties producing a bright red berry of good size and uniform shape.

✓ **SUPERFECTION** This variety has long been the standard for everbearing varieties, producing a large, red to the center berry with very good flavor. Bears throughout the late Summer and Fall right up till frost.

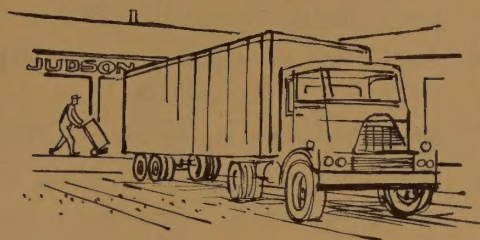
✓ **STREAMLINER** One of the newer everbearers showing a big improvement on fruit quality. Carries an exceedingly good red color and has proven very satisfactory in the home garden.

✓ **TWENTIETH CENTURY** One of the newer introductions among the everbearers and produces fruit extremely high in sugar, very large, bright red fruit that is exceedingly attractive.

✓ **OGALLALA** This new everbearer was hybridized in the Northwest Great Plains area in an effort to find a variety that would withstand extremely cold conditions. This has been accomplished and Ogallala has performed well across Kansas, Nebraska, Iowa, Northern Missouri and the Dakotas. If you live in extreme weather conditions, this is an everbearing variety which should be tried. It is extremely frost resistant even at the time of bloom set.

✓ **RED RICH** This is the variety that tops them all. Has become the hallmark of excellence among all everbearers. Produces extremely large dark red fruit both inside and out. Extremely high in sugar, the most firm of all everbearers and the best freezer. Highly recommended for the home garden and as the most satisfactory eating berry. No home garden should be without this fine variety.

Judson Bulk Shipment Strawberry Plants



Bulk Strawberry Plant Price List

F.O.B. BRISTOL, INDIANA

JUNE BEARING

Early Varieties	Per 1000
*Blakemore	\$ 9.50
Premier	12.00
*Red Glow	14.00
*Earlidawn	14.00

Early Midseason

*Dunlap	9.50
*Bellmar	10.00
Fairfax	12.00
Fairland	12.00
Fairpeake	12.00
*Pocahontas	12.00
Temple	12.00
Earlimore	14.00
Wisconsin 214	14.00
Red Titan (#1848)	25.00

Midseason

*Robinson	10.00
*Catskill	12.00
*Empire	12.00
*Armored	12.00
*Sparkle	12.00
*Tennessee Beauty	12.00
*Vermilion	12.00
Jersey Belle	14.00
*Sure Crop	14.00
*Paymaster	14.00
*Midway	14.00
Dixieland	14.00
Jumbo	16.00

PLANT RESERVATIONS

It will be especially helpful to us and to yourself in handling your bulk strawberry plant requirements if you will send us a reservation order (based on last year's sales) well ahead of the shipping season. This reservation order can, of course, be adjusted up or down at any time prior to shipment, but when we receive your order, we will set aside and hold the plants you have reserved.

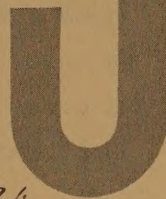
Late	Per 1000
*Plentiful	\$14.00
Trumpeter (#1788)	14.00

EVERBEARING

*Gem	20.00
*Superfection	20.00
Ogallala	22.00
*Streamliner	22.00
Twentieth Century	28.00
Mastadon	28.00
Red Rich (Plant Patent No. 993)	78.00

*These plants are produced from planting stock which is substantially virus-free.

If you have your own storage facilities and can use plants in 1000 lots or more, the bulk price list shown here will interest you. If you sell strawberry plants in quantities of 25,000 and over please write for quotation. We have the stock and facilities for processing your bulk strawberry plant orders promptly and efficiently.

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We have order-shipping tags for Strawberry plants, Perennials and Pyramid Gardens. Tags are supplied at no charge. Over 1000 we imprint tag with your name. Less than 1000 use your own stamp. Tags carry inspection certificate and fill-in space for quantity, variety, customer's name and address. After shipment we return the stub your invoice as proof of shipment. Estimate now.

Write for our complete Perennial drop-shipment listing. We feature special collections and will handle your orders and ship direct to your customers under your label.

Prices Are Postpaid in U.S. Only

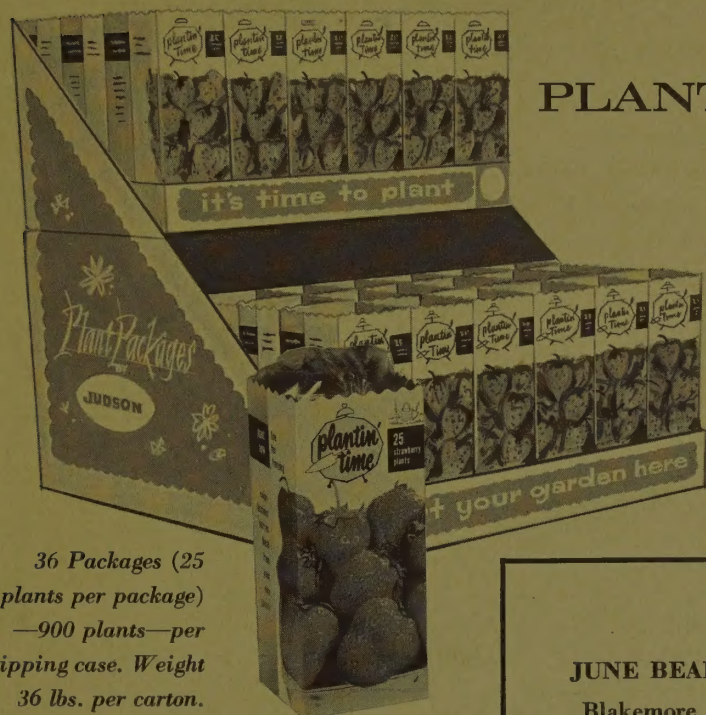
JUNE BEARING	12	25	50	100	250	500	1000
*Blakemore.....		\$.90	\$1.40	\$ 2.20	\$ 4.50	\$ 7.50	\$ 12.50
*Dunlap.....		.90	1.40	2.20	4.50	7.50	12.50
*Robinson.....		.95	1.45	2.30	4.65	7.75	13.00
*Bellmar.....		.95	1.45	2.30	4.65	7.75	13.00
British Sovereign.....		1.00	1.55	2.50	5.15	8.75	15.00
*Catskill.....		1.00	1.55	2.50	5.15	8.75	15.00
Fairfax.....		1.00	1.55	2.50	5.15	8.75	15.00
Fairland.....		1.00	1.55	2.50	5.15	8.75	15.00
*Pocahontas.....		1.00	1.55	2.50	5.15	8.75	15.00
*Temple.....		1.00	1.55	2.50	5.15	8.75	15.00
Premier.....		1.00	1.55	2.50	5.15	8.75	15.00
*Sparkle.....		1.00	1.55	2.50	5.15	8.75	15.00
*Tennessee Beauty.....		1.00	1.55	2.50	5.15	8.75	15.00
*Armored.....		1.00	1.55	2.50	5.15	8.75	15.00
*Empire.....		1.00	1.55	2.50	5.15	8.75	15.00
*Vermilion.....		1.00	1.55	2.50	5.15	8.75	15.00
*Paymaster (Trade Mark).....		1.05	1.65	2.70	5.65	9.75	17.00
*Red Glow.....		1.05	1.65	2.70	5.65	9.75	17.00
*Earlisdawn.....		1.05	1.65	2.70	5.65	9.75	17.00
Jersey Belle.....		1.05	1.65	2.70	5.65	9.75	17.00
*Sure-Crop.....		1.05	1.65	2.70	5.65	9.75	17.00
*Plentiful.....		1.05	1.65	2.70	5.65	9.75	17.00
*Dixieland.....		1.05	1.65	2.70	5.65	9.75	17.00
Wisconsin 214.....		1.05	1.65	2.70	5.65	9.75	17.00
Jumbo.....		1.20	1.95	3.30	7.15	12.75	23.00
EVERBEARING							
*Gem.....		1.20	1.95	3.30	7.15	12.75	23.00
*Superfection.....		1.20	1.95	3.30	7.15	12.75	23.00
*Streamliner.....		1.25	2.05	3.50	7.65	13.75	25.00
Ogallala.....		1.25	2.05	3.50	7.65	13.75	25.00
Twentieth Century.....		1.45	2.45	4.25	9.65	16.75	31.00
Red Rich® (Plant Pat. No. 993).....	\$1.50	2.50	4.25	8.25	20.50	40.50	80.50
RED RICH® retail prices.....	2.95	5.00	8.50	15.00	32.50	62.50	120.00

*Grown from substantially virus-free planting stock.

Judson retail packaged strawberry plants



Here's the ideal package for the home gardener who wants to grow his own luscious strawberries. There's no fuss or muss for the dealer because the packages are neat and clean and shipped in our new "sales-maker" display box that automatically displays the packages for self-service sales.



PLANTIN' TIME® Strawberry Plants

Each package is printed in full color and carries variety name. Planting instructions are shown on each package. 36 packages containing 25 plants per package are shipped in the Judson sales maker display carton.

36 Packages (25 plants per package)
—900 plants—per shipping case. Weight 36 lbs. per carton. (Approx.) Shipment prepaid on 5 cases or more.

PLANTIN' TIME price list

JUNE BEARING

Blakemore.....\$19.00 per case
Dunlap..... 19.00 per case
Premier..... 21.00 per case
*Paymaster..... 23.00 per case

EVERBEARING

Gem.....\$29.00 per case
Superfection..... 29.00 per case
Streamliner..... 31.00 per case
Twentieth Century... 36.00 per case

*(Recommended as a fine Strawberry for freezing)



Everbearing RED RICH®

The most publicized "everbearer" in gardening history. Ideal for the home gardener. Produces fruit first year and yields until fall frost. Big, husky plants with dark green foliage.

Fruit is deep red and honey sweet.

Red Rich Established Retail Prices

25 Plants \$5.00; 50 Plants \$8.50; 100 Plants \$15.00; 250 Plants \$32.50; 500 Plants \$62.50; 1000 Plants \$120.00.

Red Rich Wholesale Prepaid Prices

1 Case (900 Plants) \$69.50; 1/2 Case (450 Plants) \$35.00; 1/4 Case (225 Plants) \$18.00.

Less than case lots must be combined with other varieties for full case shipment.

Judson Transplanted Perennials



Perennials are normally shipped by Express F.O.B. Bristol, Indiana. If you prefer Parcel Post shipment, please add 10% to total. If there is any difference we will either refund or invoice for this amount.

PERENNIALS — TRANSPLANTED

	Per 10	Per 100
AJUGA REPTANS: An excellent ground cover for dense, shady places; bright blue flowers cover the plant in May.....	\$2.00	\$18.00
ARTEMISIA, Silver King: (Wormwood) The silver colored leaves make this an outstanding foliage plant.....	1.40	12.00
ASCLEPIAS Tuberosa: (Butterfly Flower) Brilliant orange; blooms in June and July.....	1.60	14.00
ASTER Alpinus Goliath: A dwarf spring flowering Aster, in shades of blue.....	1.40	12.00
ASTER Dumosa: (Dwarf Aster) Blooms in September and October.		
Blue Bouquet, violet-blue 15 in.	1.60	14.00
Lilac Time, soft lilac-blue 15 in.	1.60	14.00

A NEW VARIETY FROM HOLLAND

Audrey, Amethyst-violet, very free flowering 15 in.	2.00	18.00
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HARDY FALL ASTERS: blooms September and October.

Blue Eyes, large violet-blue flowers, 3 to 4 ft.....	1.40	12.00
Blue Plume, one of the deepest blue Asters yet introduced, 3 ft.	1.40	12.00
White Lady, semi-double, large white, 4 ft.....	1.40	12.00
Winston Churchill, deep double red, 2½ ft.	1.60	14.00

These Varieties are the Newest Introductions from Holland

Angela Peel, Double shell-pink. This is one of the best light pink Asters yet introduced.....	2.00	18.00
Crimson Brocade, A sparkling, intense red, holding its color very well. Fully double, 2 ft.	2.00	18.00

BELAMACANDA Chinensis: (Blackberry Lily), Orange, Lily-like flowers followed by brilliant black seed. Blooms in July.....

2.00 18.00

CUSHION MUMS:

Black Velvet, deep black red.....	1.40	12.00
Commander Cushion, mahogany red.....	1.40	12.00
Early Joan Helen, purple mauve.....	1.40	12.00
Edgar Guest, rusty bronze.....	1.40	12.00
Golden Mound, golden yellow.....	1.40	12.00
Happy, soft yellow, single.....	1.40	12.00
Nanook, white.....	1.40	12.00
Orchid Helen, orchid pink.....	1.40	12.00
Santa Claus, free-flowering red.....	1.40	12.00
September Bronze, good bronze, blooms early September.....	1.40	12.00

New Indiana Series

Gene Stratton Porter, appleblossom-pink.....	2.25	20.00
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CHRYSANTHEMUMS, tall growing varieties:

Algonquin, large yellow.....	1.40	12.00
Bronze Helen, bronze, (sport of Orchid Helen).....	1.40	12.00
Salute, deep red-purple.....	1.40	12.00
Winchell's Gold, bright yellow.....	1.40	12.00

IBERIS Sempervirens (Candytuft). Pure white flowers, evergreen foliage	1.40	12.00
IRIS Sibirica (Siberian Iris)		
Snowcrest, pure white	1.20	10.00
LAVANDULA Vera (Sweet Lavender). Munstead Strain. Large, free-flowering sweet-scented, lavender colored flowers	1.40	12.00
LILIUM Tenuifolium (Coral Lily). Dazzling coral-red	1.60	14.00
PENTSTEMON (Beard Tongue). Avalon Hybrids. Large flowers in an extremely large range of colors	1.60	14.00

PHLOX

VARIETY	DESCRIPTION	VARIETY	DESCRIPTION
Adonis	Crimson	Lillian	Salmon-pink
American Beauty	Clear, deep pink	Prime Minister	White, red eye
Border Queen	Watermelon-pink	Pinkette	Light, faint pink
Brigadier	Carmine-red, small clear red eye	Pink Gown	Deep pink
Caroline Vendenberg	Lavender-blue	Royal Purple	Dark violet-blue
Daily Sketch	Salmon-pink, red eye	Ruby Lee	Wine-red
Dresden China	Soft pink	Salmon Glow	Salmon-pink
Elizabeth Arden	Delicate pink, red eye	Sir John Falstaff	Rich, salmon-pink
Eva Forrester	Salmon-rose, white eye	Spitfire	Salmon-orange, small crimson eye
Flash	Crimson-red	Starlight	Violet-red shading to lilac
Fuchsia	Fuchsia	White Admiral	The best pure white
July Glow	Deep red	Wm. Kesselring	Violet, white eye
Leo Schlageter	Bright scarlet	World Peace	Pure white

25 or more \$15.00 per 100; 250 or more \$120.00 per 1000

NEW PHLOX VARIETIES

Bouvardier	Violet-rose, dark eye	Mt. Everest	Purest white, pink eye
Buccaneer	Soft rose, red eye	Orange	Orange
Endurance	Salmon-orange, red eye	Rosa Spier	Delicate soft rose, carmine eye
Fairy's Petticoat	Distinct shade of soft pink, darker pink eye	Windsor	Deep Carmine-rose

10 for \$2.00; 100 for \$18.00

PHLOX Subulata (Creeping Phlox)	Per 10	Per 100
Alba, pure white	\$1.40	\$12.00
Atropurpurea, dark red	1.40	12.00
Lilacena, pale lilac	1.40	12.00
Moerheim, deep pink, evergreen foliage	1.40	12.00
PLATYCODEN (Balloon Flower)		
Grandiflora Blue, lavender-blue	1.40	12.00
PLUMBAGO (Leadwort)		
Larpentae, rich foliage and dark blue flowers. A good ground cover	1.60	14.00
PRIMULA Vera (Primrose)		
Munstead Strain, shades of red and yellow	1.60	14.00
SCABIOSA Caucasica (Pin Cushion)		
House's Giant Hybrids, lavender-blue flowers	1.60	14.00
SEDUM Spectabilis, shades of pink and red	1.40	12.00
SATICE Latifolia, lavender colored flowers, excellent for cutting and drying	1.60	14.00
STOKESIA (Stokes Aster)		
Cyanea Blue, large, light lavender-blue flowers	1.40	12.00
TEUCRIUM Chamaedrys, An excellent edging plant, dark glossy green foliage, rose colored flowers	1.60	14.00
VERONICA Minuet, bright rose-pink, gray foliage. Blooms June through August	2.00	18.00
VIOLET, Royal Robe. Large flowers of deepest violet. Blooms in spring and fall	1.60	14.00

Judson Untransplanted Perennials

Perennials are normally shipped by Express F.O.B. Bristol, Indiana. If you prefer Parcel Post shipment, please add 10% to total. If there is any difference we will either refund or invoice for this amount.



PERENNIALS — UNTRANSPLANTED

	Per 100	Per 1000		Per 100	Per 1000
Alyssum Saxatile	\$ 5.00	\$45.00	Delphinium, Bellamosum		
Aquilegia, Crimson Star	5.00	45.00	Improved	5.00	45.00
Aquilegia, Longissima	6.00	55.00	Dianthus, Barbatum Aricula	5.00	45.00
Aquilegia, McKana's Hybrids	7.00	65.00	Dianthus, Plumarius, Spring		
Aquilegia, Mrs. Scott Elliott's			Beauty	5.00	45.00
Hybrids	5.00	45.00	Digitalis, Gloxinia Excelsior	5.00	45.00
Asclepias Tuberosa	6.00	55.00	Gaillardia, Burgundy	5.00	45.00
Campanula Calycanthema,			Gaillardia, Monarch Strain	5.00	45.00
Dark Blue	5.00	45.00	Gaillardia, Portola Hybrids	5.00	45.00
Campanula Calycanthema,			Gypsophila, Double Snowflake ...	6.00	55.00
Pink	5.00	45.00	Hibiscus, Avalon Hybrids	6.00	55.00
Campanula Calycanthema,			Hollyhocks, Chater's Newport		
White	5.00	45.00	Pink	6.00	55.00
Carnation, Grenadin,			Hollyhocks, Chater's Scarlet	6.00	55.00
Golden Sun	5.00	45.00	Hollyhocks, Chater's Sulpher-		
Carnation, Grenadin, Pink	5.00	45.00	Yellow	6.00	55.00
Carnation, Grenadin, Red	5.00	45.00	Iberis Sempervirens	5.00	45.00
Carnation, Grenadin, White	5.00	45.00	Lathyrus Latifolius	6.00	55.00
Coreopsis, Double Sunburst	5.00	45.00	Liatris, Elegans	6.00	55.00
Delphinium, Pacific Hybrid,			Liatris, Scabiosa White	6.00	55.00
Astolat	10.00	95.00	Liatris, September Glory	6.00	55.00
Delphinium, Pacific Hybrid,			Lupine, Russell Strain	6.00	55.00
Black Knight	7.00	65.00	Platycodon, Grandiflora Blue ...	5.00	45.00
Delphinium, Pacific Hybrid,			Pyrethrum, Robinson's Dark		
Blue Bird	7.00	65.00	Crimson	7.00	65.00
Delphinium, Pacific Hybrid,			Pyrethrum, Robinson's Hybrids ..	7.00	65.00
Galahad	7.00	65.00	Scabiosa, Caucasica		
Delphinium, Pacific Hybrid,			House's Mix	7.00	65.00
Guinevere	7.00	65.00	Shasta Daisy, Alaska	5.00	45.00
Delphinium, Pacific Hybrid,			Shasta Daisy, Double Fringed ...	5.00	45.00
King Arthur	7.00	65.00	Statice Latifolia	6.00	55.00
Delphinium, Pacific Hybrid,			Stokesia Cyanea, Sky Blue	5.00	45.00
Round Table	7.00	65.00	Tritoma, Pftzers Red	7.00	65.00
Delphinium, Pacific Hybrid,			Veronica Spicata	5.00	45.00
Summer Skies	7.00	65.00			
Delphinium, Belladonna					
Improved	5.00	45.00			

JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana

Judson JUD-PAK® Retail Packaged Perennials



To simplify ordering, to improve service, we have selected collections of best selling perennial varieties and have grouped them by assortment. Each shipping case carries four packages each of the variety listed. 48 plants to each shipping case. Once the shipping season begins, under normal conditions, standard assortments will be shipped within 48 hours.



**"Sales-Maker"
Display**

For years Jud-Pak has been a popular name in packaged Perennials. Now packages are displayed in a unique two-shelf counter display for greater sales. Label for each plant package is in full color for the plant variety it contains. Has planting instructions. Normally, we package dormant plants in Jud-Pak containers because of their longer shelf life. The plant is so packaged that at room temperatures it may begin to grow and thus enhance its packaged appearance.

Jud-Pak Standard Assortment

Assortment "A"

4 each		
Columbine	Shasta Daisy	Cushion Mum, Red
Delphinium	Canterbury Bells	Cushion Mum, White
Garden Pinks	Foxglove	Phlox, Flash (Red)
Carnation, Red	Aster, Dwf. (Blue)	Phlox, Prime Minister (White with red eye)

Assortment "B"

4 each		
Columbine	Painted Daisy	Cushion Mum, Yellow
Delphinium	Day Lilies	Cushion Mum, Pink
Garden Pinks	Hibiscus	Phlox, Ruby Lee (Red)
Carnation, Red	Aster, Dwf. (Red)	Phlox, Starlight (Lavender)

Assortment "C"

4 each		
Columbine	Coreopsis	Cushion Mum, Bronze
Delphinium	Gaillardia	Cushion Mum, Red
Garden Pinks	Sweet William	Phlox, World Peace (White)
Carnation, Red	Aster, Dwf. (Red)	Phlox, Orange (Orange)

Jud-Pak Price List

\$8.64 per case 18c per package (48 plants per case)
Standard assortment—(A - B - C), 10 cases or more, prepaid.
Less than 10 cases F.O.B. Bristol, Ind.

\$9.12 per case 19c per package (48 plants per case)
Your assortment, 10 cases or more prepaid.

\$9.60 per case 20c per package (48 plants per case)
Your assortment, less than 10 cases F.O.B. Bristol, Ind.

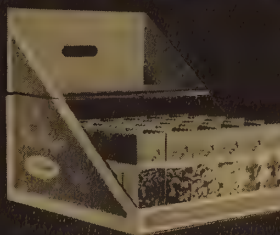
When you open the shipment you're ready to sell!



1 Remove telescope outer corrugated shipping carton.



2 Note diagonal cut on side of carton. Lift front at opening.



3 Packages are in trays. Merely lift front tray out.



4 Place tray on top shelf. Pull bottom tray to front. Ready to sell.

**4 easy
Steps**

JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana

Judson

New JUD-PAK®

Rainbow Collection

Perennials



This sparkling new package offers the dealer a higher unit sale and makes a practical consumer package because it offers three plants in one package for group planting. 3 plants of one variety, but in different colors are offered in each package. Planting instructions and descriptions are carried on the back of each carton. Designed for easy carry-out.



Jud-Pak Rainbow perennial collections have been chosen from the most popular selling perennials and have been grouped into uniform assortments for easy ordering. Each shipping case has 16 packages (3 plants per package) 48 plants.

Assortment "A"

Cushion Mums—Red, Yellow, Pink
Phlox—Dark red, pink, blue
Carnations—White, red, pink
Delphinium—White, blue, lavender

Assortment "B"

Asters—Blue, red, white
Canterbury Bells—White, blue, pink
Show Mums—Red, bronze, yellow
Columbine—Yellow, red, blue

Assortment "C"

Phlox—White, red eye; salmon pink, light red
Carnations—White, red, pink
Cushion Mums—Red, yellow, pink
Asters—Blue, red, white

Jud-Pak Rainbow Collection Price List

\$8.64 per case (54c per package of 3 plants)

Standard assortment—(A - B - C), 10 cases or more, prepaid. Less than 10 cases, F.O.B. Bristol, Indiana.

Jud-Pak Rainbow perennials are shipped in the attractive "Sales-Maker" display case. Case opens to make two-shelf, self-service display.

Judson Plantin' Time® House Plants



On counter, shelf or pegboard display these self-service Plantin' Time house plants will sell on sight. There's no fuss with Plantin' Time plants. Each plant is individually packaged to maintain moisture. Long shelf life. No clerk care. Clean to handle. Carry-out carton. Available the year around with best sales season from September to May.



Packaged one plant per package or three plants per package. Package has golden yellow background with simulated green planter base. To facilitate ordering, collections of popular varieties will be selected by the nursery for shipment.

NOTE:

Please do not specify variety when ordering. Best variety assortments will be selected by the nursery at time of shipment.

Shipments not made to the following western states: Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Washington, Wyoming.

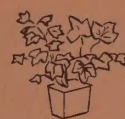
Sansevieria Zeylonica

Native of Africa and Asia. Will grow under most difficult conditions. Seems to thrive on neglect, poor light and low humidity.



Self Branching Ivy

Most widely grown house plant. Likes filtered sunlight and consistently moist conditions. Ideal for any planter.



Crassula (Jade Plant)

The best of the succulents. Combines well with all plants. Grows well under all conditions.



Philodendron Cordatum

Most popular of all house plants. Ideal for any planter. Likes shaded location with some light. Needs average moisture.



Nephtytis Liberica

Dark emerald green. Arrowhead shaped leaves. Make it the star of any planter. Needs moderately moist conditions.



Pothos Aureus (Devil's Ivy)

A trailing vine of real quality. Ideal for any planter. Exceedingly rugged. Likes moderately moist conditions.



Nephtytis, Green Gold

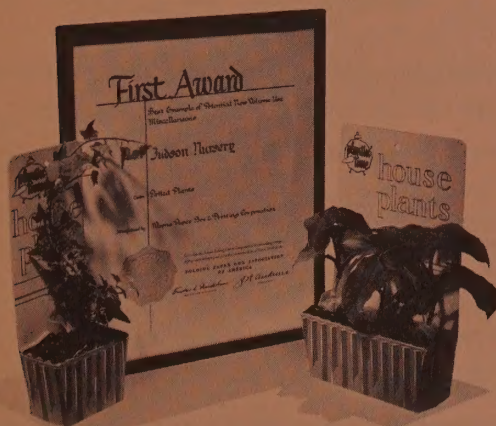
This plant adds contrast. Likes filtered sunlight. Fits any planter combination. Easy to grow.



PRICE LIST:

1-Plant Package. Nursery Assortment of 48 plants per case. Do not combine with 3-plant packages. \$9.95 per case. Minimum order 3 cases prepaid.

3-Plant Package. Nursery Assortment of 16 packages per case. \$9.65 per case of 16 units of 3. Minimum order 3 cases prepaid.



The Judson Plantin' Time House Plant package won a first award in the Annual American Folding Carton Competition.

Judson Ring-O-Bloom Garden Planter



PRE-SEEDED Ring-O-Bloom

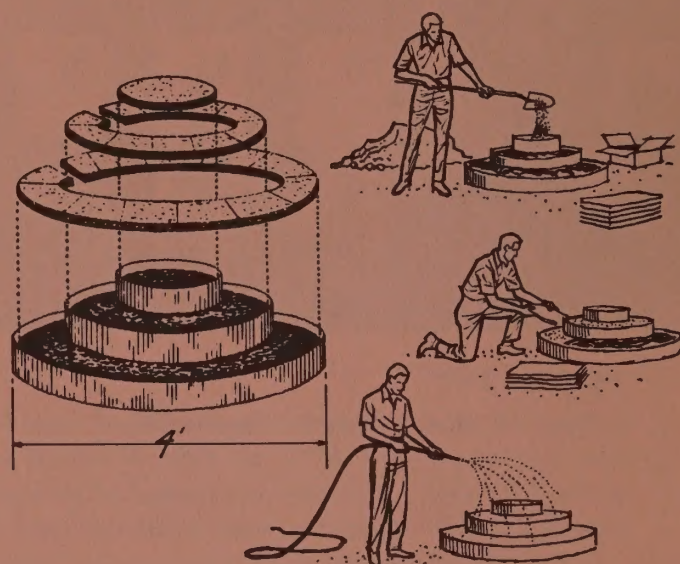
Three Terraced
Aluminum Garden Planter
With Pre-Seeded Annual
Flower Seed Mats.

Transform a sunny spot into a garden beauty spot with pre-seeded Ring-O-Bloom garden planter and enjoy the radiant summer-long beauty of specially chosen annual flowers. Three corrugated aluminum bands form three terraces. Each terrace is filled with soil. Pre-seeded Ring-O-Bloom flower seed mats are then placed over each terrace, covered lightly with topsoil and watered. So easy! So beautiful! An ideal source for cut flowers too.



All in one attractive carton. Three corrugated aluminum bands and pre-seeded flower seed mats.

One counter size display package contains the complete kit. Three lengths of corrugated aluminum bands form the terraces. Plus separately packaged flower seed mats containing hundreds of seeds in some fourteen annual flower varieties. Fertilizer in the flower seed mat helps get the annuals off to a good start.



Three terrace aluminum Ring-O-Bloom garden planter with complete set of pre-seeded Ring-O-Bloom flower seed mats. Attractive counter display with each case of six.

Price List

\$2.95 each F.O.B. Bristol, Indiana
Suggested Retail \$5.95

Judson

PYRAMID[®]

terraced garden

The Pyramid makes an ideal strawberry garden and is especially rewarding when planted with Red Rich, the outstanding everbearing strawberry variety. The Pyramid also makes an interesting flower garden when planted with annual flowers or as a practical and easy-to-care for vegetable garden.



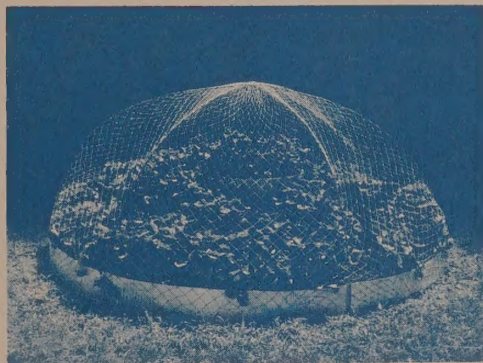
The Judson Pyramid Terraced Garden is SIX FEET in diameter with three planting terraces. The 5-inch aluminum bands are now attractively corrugated and the completely new sprinkler is included as standard equipment with no increase in price. Remember, the sprinkler is no longer an accessory but is packaged in the Pyramid Terraced Garden box and includes the sprinkler head, tubing and hose connection. Additional sales folders available.

PYRAMID[®] accessories



support frame

We have entirely re-designed this new support frame. Separately packaged—made of green plastic covered steel wire to form a perfect hemisphere over the Pyramid Terraced Garden. Frame is required for both netting and plastic cover.



netting

This newly designed net is made for us by people who manufacture marine netting. Net is suspended over support frame and hooks under bottom terrace. Protects Pyramid Terraced Garden from birds, also holds mulch for winter protection.



plastic cover

Completely new plastic cover designed for new frame. Can be used in two ways: 1. For early planting and frost protection of strawberry plants. 2. Can be used as a hotbed for production of vegetable plants to be transplanted.

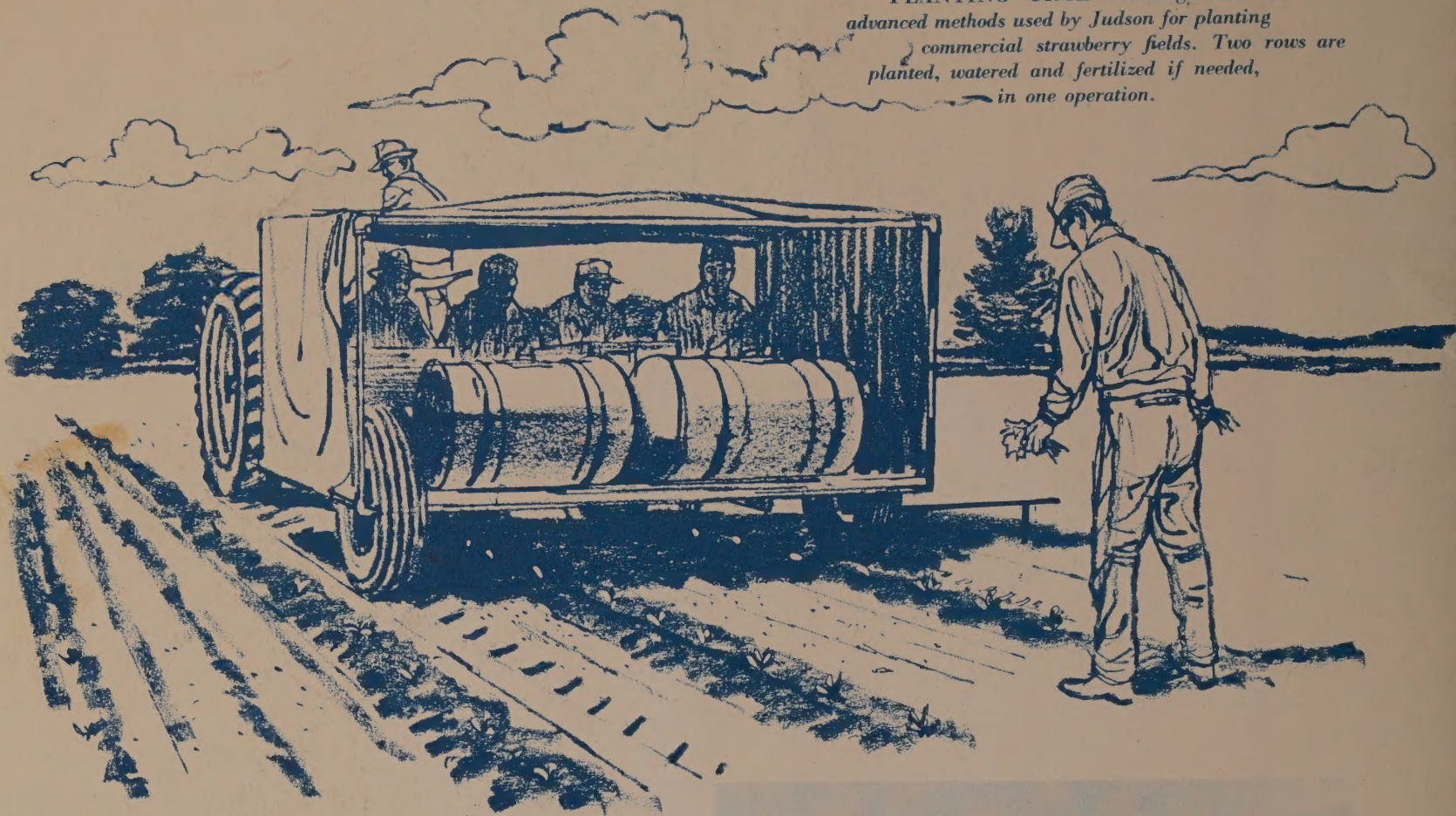


Note: If you wish Pyramid Terraced Gardens shipped to you in unit lots of 6 or more, use the F.O.B. Bristol, Indiana price list. If you want us to drop-ship unit Pyramid Terraced Gardens direct to your customers use the Postpaid price list.

price list	F.O.B. BRISTOL, INDIANA	Postpaid Direct to Your Customers Using Your Shipping Tag	Suggested Retail Prices
PYRAMID Includes complete sprinkler, tubing, hose connection.	\$5.50	\$6.15	\$9.95
ACCESSORIES FOR PYRAMID			
SUPPORT STRIPS	2.10	2.40	3.95
COVER (Plastic)	4.00	4.30	6.95
NET	4.00	4.30	6.95

JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana

PLANTING TIME—drawing illustrates advanced methods used by Judson for planting commercial strawberry fields. Two rows are planted, watered and fertilized if needed, in one operation.



Judson
a quality
plant nursery



Judson Nurseries is located near Bristol, Indiana in north central Indiana just a few miles south of the Michigan state line. Although the surrounding area is quite flat, the country around Bristol rises beautiful and hilly. The sandy loam soil is considered ideal for strawberry and perennial plant production. Transportation and shipping facilities are excellent—Nearby Elkhart is on the main line New York Central, many trucking concerns serve this area and the new northern Indiana Toll Road skirts just north of us on its way across the state.

JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana